



WILHELM
KOMO
EINIGUNG
SALZBURG

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Management Team

Brewster Kahle: CEO

WAIS Founder
Wide Area Information Server Project Leader—Thinking Machines, KMG, Apple, Dow Jones
Founding Engineer—Thinking Machines

Bill Dunn: Director

Senior VP America Online
Former President, Dow Jones Information Services
Wide Area Information Server Project
Multimedia Publishing, Emerging Technologies

Bruce Gilliat: Vice President Sales & Mktg

VP Sales—Futura International
National Account Manager—Altair Information Systems
Technical Consultant—Pacific Design

John Duhring: Vice President Business Development

Online services consultant, AOL Computer, Dow Jones and Co., Inc.
General Manager—Supreme Software
Publishing Evangelist—Apple Computer
Acquisition Editor—Premier Tel

Nick Scharf: Vice President, CFO

Software technology and business consultant
CEO—VisCom Software
Controller—Handheld Computer
Arthur Andersen & Co.



Management Team (cont.)

• Jean Christofferson, Director of Computer Operations

Ensemble Founder

Venture Solutions Founder—CICS, SNA network solutions for Hanabishi and Christ, Visa, Pacific

Coast Stock Exchange

Straus Systems & Others—Worldwide CICS networks

• Keira Bromberg, Development Manager (acting)

Product Manager—MAS 7.0 Internet Publishing Project

New Products Manager, Production Planner, Marketing Specialist, Software Development

Manager—Third-Party Games

• Meikle Syme Hall, Production Services Manager

Vice President of Planning—Voted Directors (Interim)

Production Coordinator—AEG One Productions

Production Coordinator—ECC Comics Productions

Mission

To be the leader in delivering published content on the Internet using WAIS, Inc. software products and production services



Book Publishing in Transition

- ◆ More publications
- ◆ Fewer readers per publication (avg)
- ◆ New players (e.g. CNN, USA Today)
- ◆ New Technologies: CD-ROM, Online

New opportunities in online publishing market



PUBLISHING EVOLUTION

Pre-Electronic: Printed documents

- Editors push content to classes of customers
- Editors set schedules
- Same content for all
- Limited research capability

Consumers

Editor

Bookshelves Evolution (cont.)

Early-Electronic—Consumer pull

- On consumer's schedule
- Navigation by the consumer
- Mainframe Technology:

Consumer AOL, Research Dialog

Internet Technology:

Web Browsing, Web Binders

Editors

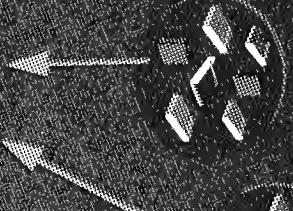
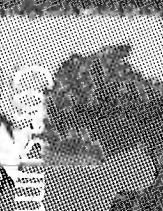
Publishing Evolution (cont.)

Maturing Electronic Publishing: Information Aggregation

- Access to multiple sources
- Browsing AND research
- Publishers look-and-feel

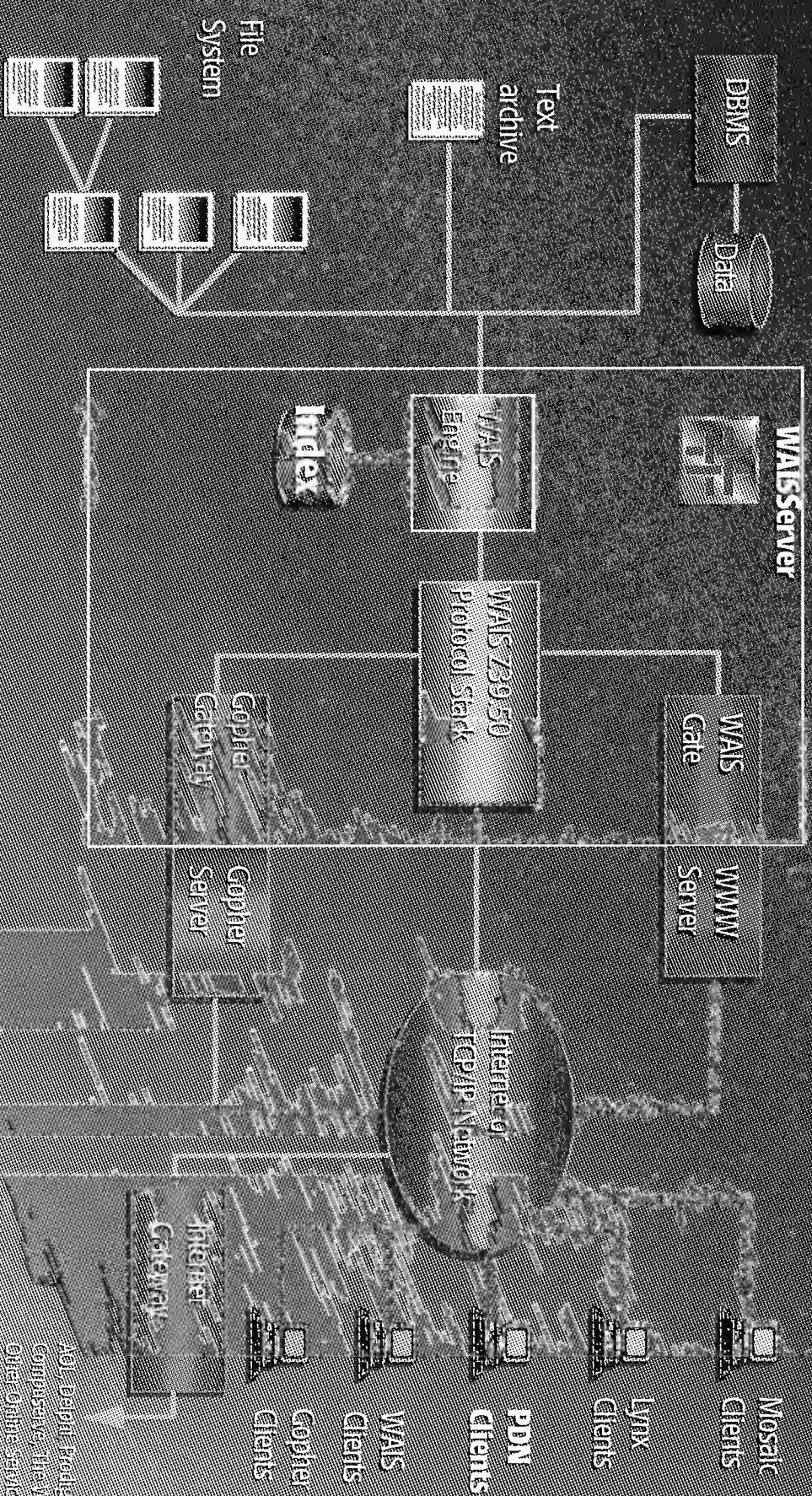
Web Services: Engine behind the interface
Agents deliver content in users context

Consumer





Product



WAIS product
combines the TCP/IP
client and server services



Production Services

Complete Solutions

- Billing
- Registration
- Content Alerting
- Online advertising
- Letters to the editor
- Chat with columnist
- Audio and video clips
- Intelligent client/agent
- Frequently asked questions
- Time sensitive content expiration

Integrated Elements

Customer Data

WAISServer

Client

Getting to market

Products

- Telesales
- VARs- Fujitsu, Sperry, KPMG, Netscape, IDS, DEC
- OEM- Intel, Fulcrum, Conquest
- Federal- Product & integration: GLS, Z39.50
- Proliferate WAKS, Inc. NameWare, <http://www.waks.com>

Production Services

- Publishers
- Fortune 500 publishing partners - IBM, McGraw-Hill, <http://www.mh.com>
- The "modules" market is different
- Revenue Sharing

Getting to Market (cont.)

- Packaged WAIS, Inc. Content Products
- Agent-based products promote client loyalty
- Agent can provide incentive for content providers to partner
- Encyclopaedia Britannica
- National Geographic
- Discovery Communications
- Potential for WAIS, Inc. "cos-provider" arrangement to promote theaters of interest
- Concept is "Content in the Consumer's Context"





CUSTOMERS

Boeing Computer Service
Cambridge Scientific Abstracts
Chicago Tribune
CMP Publications
Colgate-Palmolive
ConQuest Software
Curtin University of Technology
Defense Technical Information Center
Delphi Internet Services Corporation
Department of Energy
Dow Jones & Company
Diaper Laboratories
EG & G Idaho, Inc.
Eisenhower National Clearinghouse
Encyclopaedia Britannica
Environmental Protection Agency
Fulcrum Technologies
Georgetown University
House of Representatives
Intel Corporation
Internet Shopping Network
KPMG
Lawrence Livermore National Labs
Library of Congress
Loral Federal Systems
Los Alamos National Laboratory
Martin Marietta
Michels Corporation
Mitre Corporation
Moscow State University VSEID Lab
NASA - Goddard Space Center
NASA - Johnson Space Center
NASA - Langmuir
National Archives of the United States
National Center for Manufacturing Sciences
National Science Foundation
National Technical Information Service
New York Lighthouse Company
New York Times
Nippon Telephone & Telegraph (NTT)
Novell, Inc.
Pacific Bell
Perot Systems
Reuters New Media
Rice University
San Francisco News Agency
Sandia National Lab
Science Applications International Corp.
Science University of Tokyo
Sports Network
Stanford University
Siemens MicroSystems
The Aerospace Satellite Corporation
U.S. Air Force
U.S. Army
U.S. Dept of Navy
U.S. Geological Survey (USGS)
U.S. Government Printing Office
U.S. Navy
U.S. Space
University College of London
University of Edinburgh
West Publishing Corporation
Winnipeg Bank

Current Competition

Product: Search Engines

- ◆ Stand-alone: Excalibur
- ◆ Web Enabled: Verify, PIS
- ◆ Z39.50 Enabled: BRS/Delaware, Architype
- ◆ "WAK Enabled": Fulcrum, ConQuest

Production Services:

- ◆ HTML Shops: HomePage Service
- ◆ Large Integrators: EDS, IBM, Andersen



Competition/Partners

Integrators

EDS

IBM

Andersen

KPMG

Providers

AOL

Compuserve

Prodigy

MS Marvel

Software

Excalibur

Verify

RS

BRS/Dataware Dialog

Archivex

Fluxxim

Conquest

Netscape

PC

Intermedia

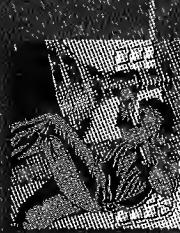
Publishers

Time Warner

Dow Jones

Media Data

STATUS



- Revenue
 - FY 93 \$4M 1st Server installations
 - FY 94 \$1M 2/3 Server Sales 1/3 Prod Svcs
 - FY 95 \$3.6M 1/2 Server Sales 1/2 Prod Svcs
 - FY 96 \$12M Add royalties, mgmt. packaged content
- FY 95 Revenue
 - First Half \$1.6M
 - Backlog + \$1M
- FY 95 Products
 - Server Release 2
 - Adding Publishing Components
 - Integrating Agent With Interactive Media

STATUS (cont.)



- ◆ Services running at WAIS, Inc.
 - * CMP Publications
 - * Dow Jones & Co
 - * Intel Component Technical Documents
 - * Scholastic Network
- ◆ Current Priorities
 - * Technical Hiring
 - * Marketing
 - * Planning & Management Team
- ◆ HeadCount (includes contractors in full time slots)

Category	Current	By June 30
Marketing & Sales	10	8
Production Services	4	4
Washington Office	12	12
Development	4	4
Operations	4	4
Administration	4	4



Financial Forecast (millions)

	FY 95	FY 96	FY 97	FY 98	FY 99
Revenue	\$3.6	\$12	\$25	\$40	\$60
Pretax Income	\$0.6	\$2.4	\$5.0	\$8	\$12



Financing Needs

Operating Capital

\$1,000,000

Expand Development

\$1,000,000

Product Acquisition/Expansion

\$2,000,000



RISKS

- Execution
 - Evolve technology quickly enough—quality & breadth of solution
- Management Team
 - Getting to Market—positioning products/partners
- Market Evolution
 - Dominant closed system emerges—Marvel
 - Internet collapses
 - Internet does not evolve
 - security, commercial use, subscriber base, marketplace content
- Competition
 - Systems Integrators: IDS, Andersen, IBM, GTE
 - Information Providers: Time Warner, Dow Jones
 - Software Developers: Novell, Verity, Microsoft
- Financial—Funding
 - Bankers, VCs, Investors

Unique advantages

- ◆ Customer partnerships in key markets
- ◆ Position in standards setting
- ◆ Ubiquity based on early entry

